

Message Text

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PAGE 01 TOKYO 13348 310822Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----125634 310825Z /15

P R 310754Z AUG 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0666

UNCLAS TOKYO 13348

FOR OIM/WISELT

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: FY 79 TRADE CENTER SCHEDULE

REF: STATE 196340

CONCUR WITH PROPOSED FY 79 TC EXHIBITION SCHEDULE WITH FOLLOWING
SUGGESTED CHANGES:

1. RE JAN 79 BIOMEDICAL/ELECTRONICS SHOW: THREE OUT OF FIVE INDUSTRY
REPRESENTATIVES POLLED BY TC STRONGLY RECOMMEND THEME "EMERGENCY
MEDICAL EQUIPMENT." PRESENTLY JAPANESE DIET IS DISCUSSING LEGISLATION
ESTABLISHING EMERGENCY MEDICAL CENTERS THROUGHOUT JAPAN IN EACH
PREFECTURE AND SOME MUNICIPALITIES. ONE AGENT ESTIMATES TOTAL BUDGET
INVOLVED FOR THIS PLAN FOR COMING TEN YEARS AS ONE TRILLION YEN
(\$3.7 BILLION). TWO OTHER AGENTS BELIEVE NARROWLY DEFINED THEMES OF
CARDIO-VASCULAR, CIRCULATION, AND CHEST SURGERY EQUIPMENT ARE DESIRAB
LE.

ALL FIVE AGENTS ADVISED TC NECESSITY OF SEMINAR BY PROMINENT AMERICAN
PHYSICIAN(S) IN RESPECTIVE FIELD, AND TIE-IN WITH JAPANESE COUNTERPAR
T

MEDICAL ASSN. BASED ON COMMENTS OF AGENTS TC RECOMMENDS OCTOBER DATE
FOR SHOW AND ADOPTION OF "EMERGENCY MEDICAL EQUIPMENT" THEME BECAUSE
OF DEGREE OF INTEREST IN JAPAN AND POTENTIAL MARKET. IN JAPAN THIS
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THEME INCLUDES BIOMEDICAL AND ANALYSIS EQUIPMENT AS WELL AS CCU, ICU,
AND SURGICAL EQUIPMENT.

2. RE MARCH 79 COMPUTER/PERIPHERALS/BUSINESS EQUIPMENT SHOW: IT IS
ESSENTIAL TO STAGE SHOW WELL BEFORE THE END OF JAPAN'S FISCAL YEAR,
MARCH 31: SUGGEST LATE JANUARY OR EARLY FEBRUARY. GOVERNMENT ENTITIES

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WHICH CONSTITUTE LARGE PROPORTION OF END USERS, BEGIN MAKING PROCUREMENT DECISIONS SEVERAL MONTHS IN ADVANCE OF COMING FY. WE THEREFORE STRONGLY RECOMMEND JANUARY 79 SHOW DATES, MOVING MEDICAL SHOW TO OCTOBER.

3. RE FEBRUARY 79 AVIONICS AND GROUND SUPPORT SHOW, FIVE INDUSTRY REPS UNANIMOUSLY FAVOR OFFICIAL EXHIBITION, RATHER THAN MF/BSP TC HAD TENTATIVELY PLANNED FOR FEBRUARY 78. MAY 79 APPEARS TO BE PREFERRED DATE AMONG THOSE POLLED.

4. WE CONCUR IN VIABILITY OF MUSICAL INSTRUMENTS THEME BUT ARE SKEPTICAL ABOUT THE EFFECTIVENESS OF VTR'S IF THEY ARE USED AS A SUBSTITUTE FOR DISPLAY OF MUSICAL INSTRUMENTS. MOREOVER, WE CAN STAGE A PROFESSIONAL IOGA/VTR ONLY IF FUNDS ARE MADE AVAILABLE TO TRANSLATE VTR'S INTO JAPANESE. AS WAS CASE WITH SEPTEMBER 77 HOUSEWARES VTR/CATALOG SHOW, WE DOUBT THAT TC COULD STAGE SUCCESSFUL SHOW UTILIZING ENGLISH LANGUAGE VTR'S. SUGGEST APRIL 79 DATE.

5. REPS INDICATE PROPOSED SEPTEMBER 79 DATE FOR LAB INSTRUMENTS FALLS TOO CLOSE TO JAPAN ANALYTICAL INSTRUMENT MANUFACTURERS' ASSN SHOW SCHEDULED FOR OCTOBER. TC SUGGESTS JUNE 79 DATE INSTEAD.

6. IF ABOVE CHANGES ACCEPTABLE, TC STRONGLY RECOMMENDS THAT UNCLASSIFIED

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TWO ADDITIONAL SHOWS BE SCHEDULED: PRINTING AND GRAPHIC ARTS SHOW AND BUILDING PRODUCTS SHOW WOULD APPEAR VIABLE ADDITIONS.

7. TC PROPOSED SCHEDULING AS FOLLOWS:

- A) AMERICAN EMERGENCY MEDICAL EQUIPMENT, OCT 23-27, '78
- B) LASERS AND ELECTRO OPTICS, NOV 27 - DEC 1, '78
- C) ACE (AMERICAN COMPUTER EQUIPMENT) '79, JAN 29 - FEB 2, '79 OR FEB 19-23, '79
- D) PRINTING AND GRAPHIC ARTS EQUIPMENT, MRCH 26-30, '79
- E) MUSICAL INSTRUMENTS IOGA/VTR, APRIL 16-20, '79
- F) AVIONICS AND GROUND SUPPORT EQUIPMENT, MAY 14-18, '79
- G) LABORATORY INSTRUMENTS, JUNE 11-15, '79
- H) ELECTRONIC COMPONENTS/MATERIALS, JULY 16-20, '79
- I) BUILDING/HOUSING PRODUCTS AND MATERIALS, SEPT 10-14, '79

8. PLS ADVISE CONCURRENCE OR SUGGEST COMMENTS ASAP.
MANSFIELD

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Message Attributes

Automatic Decaptioning: X
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 196340
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1394143
Secure: OPEN
Status: NATIVE
Subject: FY 79 TRADE CENTER SCHEDULE
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7150fb4d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009